OMNITURE®

Omniture® DataSources

OMNITURE. SiteCatalyst.

USER GUIDE

OVERVIEW

Omniture's Data Sources allows data to be imported into the Omniture platform for reporting and optimization. Once data is imported via Data Sources, you can leverage the features of SiteCatalyst, SearchCenter, Discover, and Data Warehouse to optimize your business and disseminate information.

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Overview

Omniture's Data Sources allows data to be imported into the Omniture platform for reporting and optimization. Once data is imported via Data Sources, you can leverage the features of SiteCatalyst, SearchCenter, Discover, and Data Warehouse to optimize your business and disseminate information. Additionally, these products may be used to analyze this data either separate from, or in addition to, data collected directly from your Web site. The Data Sources Manager provides a number of advantages, including the following. You can:

- Integrate multi-channel or offline data with data collected on your web site
- Collect data from web servers, call centers or other systems and import it into the Omniture platform to utilize conversion, pathing and unique visitor analysis
- Analyze your custom data with powerful analytic tools
- Optimize keyword bid management based on offline lead fulfillment through SearchCenter

When you activate data sources, you are letting Omniture know of your intent to submit your data to its servers. After you create a data source, you will be given an FTP location that you can use to upload your data source files. When you upload these files, the Omniture servers automatically locate and process them. When the processing is complete, the data displays in your reports.

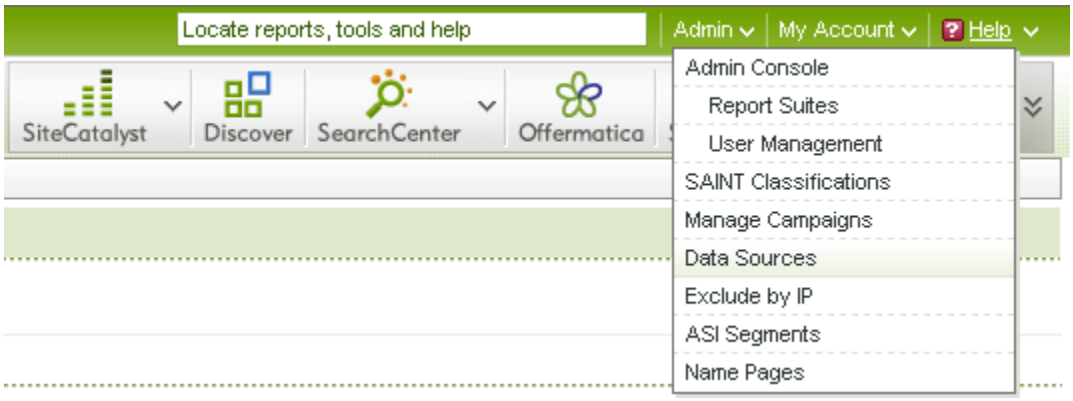
Each type of data source has separate formatting requirements.To assist you with correct formatting, the data source wizard provides you with a downloadable template that will assist you with formatting your data source information.

Additionally, SiteCatalyst provides you with an interface to let you track your data source uploads to see processing status, error messages, or other data.

Accessing Data Sources

To access Data Sources, log in to SiteCatalyst and click the Data Sources menu option.

Figure 1: SiteCatalyst Data Sources Manager



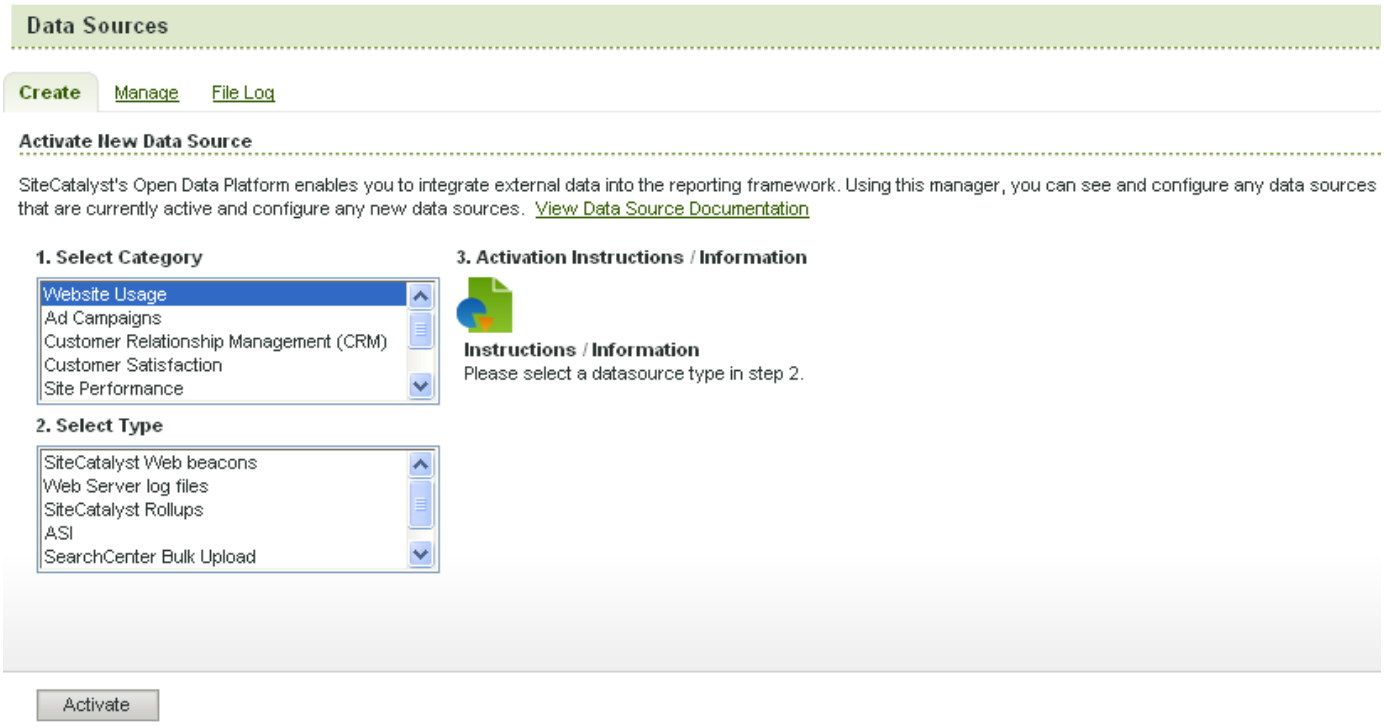
The Data Sources Manager has three tabs used to create, manage and view historical usage of Data Sources. Each tab is described in detail here. Each tab provides Data Sources information relative to the selected report suite.

Figure 2: Data Source Tabs

THE CREATE TAB

The Create tab provides access to all Data Source types. When you activate a data source, a wizard guides you through the process of creating a template and will create an FTP location for uploading data.

Figure 3: The Create Screen


Data Sources
Create
Manage
File Log
Activate New Data Source
SiteCatalyst's Open Data Platform enables you to integrate external data into the reporting framework. Using this manager, you can see and configure any data sources that are currently active and configure any new data sources. View Data Source Documentation
1. Select Category
Website Usage
Ad Campaigns
Customer Relationship Management (CRM)
Customer Satisfaction
Site Performance
2. Select Type
SiteCatalyst Web beacons
Web Server log files
SiteCatalyst Rollups
ASI
SearchCenter Bulk Upload
3. Activation Instructions / Information
Instructions / Information
Please select a datasource type in step 2.
Activate

The following tables list and describe the data source types for each category. The column for data source type contains its grouping in parenthesis. Data Source groupings are outlined in a separate section of this document. See "Data Source Groupings" on page 9.

Table 1: Web Site Usage Data Sources

DATA SOURCE TYPE	DESCRIPTION
SiteCatalyst Web Beacons (N/A)	Web beacons consist of HTML and JavaScript code to generate a 1x1 pixel tag on the web site pages which call remote data collection servers. Web beacons represent the primary data collection method for SiteCatalyst. This data source cannot be activated or removed through this interface. If you wish to change or add a Web beacon data source, please contact an Omniture Representative.
Web Server Log Files (Web Log)	Most Web servers generate log files that record every page served. Using this data source, you can process the log files from most Web server data and add this data to your reports.
SiteCatalyst Rollups (N/A)	SiteCatalyst can "roll up" data from multiple sites into a single suite of reports. These reports then reflect the activity across all the associated Web sites. This data source cannot be activated or removed through this interface. If you wish to change or add a SiteCatalyst Rollup data source, please contact an Omniture Representative.

DATA SOURCE TYPE	DESCRIPTION
ASI (N/A)	By using the Segment Wizard, you can leverage SiteCatalyst's ASI technology to build reports that reflect the activity of a particular segment. For example, using the wizard you might create a segment showing only the visits that resulted in a purchase.
SearchCenter Bulk Upload (Standard)	This data source provides manual and excel-automated bulk uploads within SearchCenter.
Traffic Data Source (Traffic)	Allows the import of traffic data from external sources.

Table 2: Ad Campaign Data Sources

DATA SOURCE TYPE	DESCRIPTION
Generic Ad Server (Standard)	This data source will allow you to integrate impressions and other top-line metrics about your ad serving activities from your ad server into SiteCatalyst. This is the generic ad server data source and should be used if your specific ad server is not supported.
Generic Email Campaign Server (Standard)	The email campaign data source allows the integration of metrics from your email campaign server into SiteCatalyst. Commonly incorporated metrics include the number of messages sent, messages delivered and messages read. This is the generic email campaign data source and should be used if your specific email campaign server is not supported.
Generic Pay-Per-Click Service (Standard)	This data source will allow you to import data about your pay-per-click performance including impressions, clicks, and costs. This is the generic pay-per-click data source and should be used if your specific pay-per-click service is not supported.

Table 3: Customer Relationship Management Data Sources

DATA SOURCE TYPE	DESCRIPTION
Generic Call Center (Standard)	The call center data source allows you to integrate information about your call center into the SiteCatalyst reporting. Metrics more commonly imported include the number of calls, time on the phone, the agent, and total sales. This data source is the generic call center data source and should be used if your specific call center software is not supported.
Generic Customer Support Application (Standard)	This data source will facilitate the integration of information from your customer support software into the SiteCatalyst reporting interface. It includes metrics such as the number of new incidents, number of incidents resolved, and the time spent resolving incidents. This is the generic customer support data source and should be used if your specific customer service application is not supported.

Table 4: Customer Satisfaction

DATA SOURCE TYPE	DESCRIPTION
Generic Survey Data (Standard)	This survey data source will allow you to integrate survey results from a third-party tool into SiteCatalyst showing overall how satisfied customers are by their interactions with your site. This is the generic survey data source and should be used if your specific survey data service is not supported.

Table 5: Site Performance Data Sources

DATA SOURCE TYPE	DESCRIPTION
Generic Site Download Speed (Standard)	This data source will integrate data from an application or service that tracks the speed of your downloads with your SiteCatalyst data. This is the generic download speed data source and should be used if your specific download speed software or service is not supported.

Table 6: Generic Data Sources

DATA SOURCE TYPE	DESCRIPTION
Generic Data Source (Summary Data) (Standard)	This generic data source should be used when there is no closer match to the type of data you'd like to import into SiteCatalyst.
Generic Data Source (Full Processing) (Full)	The generic full data source allows you to import log file data into SiteCatalyst. This data will be processed as if it were received by Omniture servers at the time specified (each hit receives a timestamp).
Generic Data Source (Transaction ID) (Integration)	Use this data source to tie any offline event to an online event. The transaction ID variable needs to be used for this to be possible.

Table 7: Online Purchase Data Sources

DATA SOURCE TYPE	DESCRIPTION
Product Returns (Integration)	Import product return data and associate it with a purchase ID. Use this data source to identify search engines, keywords, campaigns and other attributes that are more likely to generate returns.
Product Cost (Integration)	Use this data source to provide the actual cost of products purchased and shipped from your site. Once cost or profit is associated with products, you can accurately report on the most profitable campaigns, keywords and internal promotions for your site.
Order Status (Integration)	Use metrics to identify the status of every order made - including orders canceled, shipped, completed, or deemed fraudulent. Order status reporting can identify which acquisition methods generate the highest order completion rate.

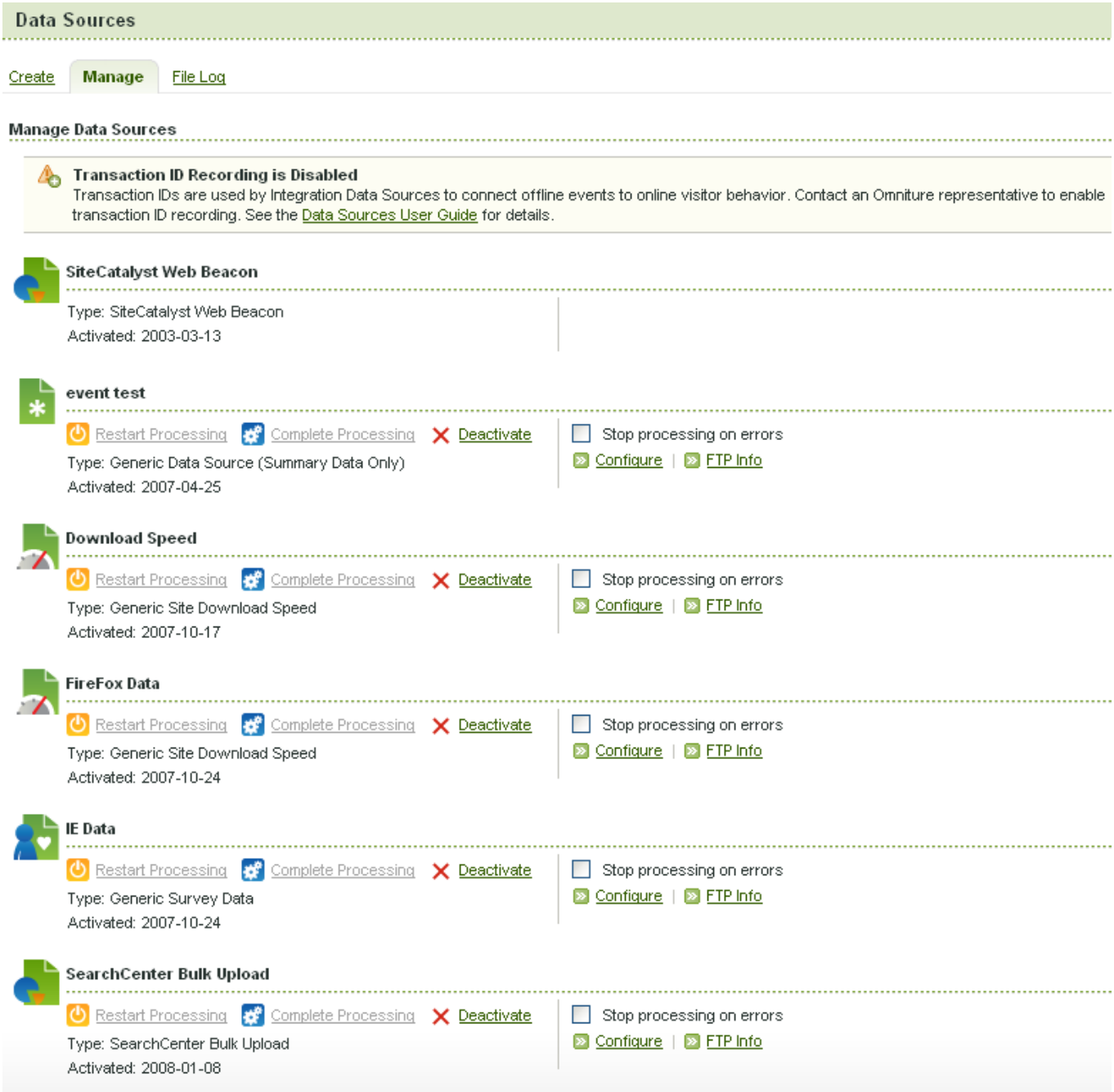
Table 8: Leads and Quotes Data Sources

DATA SOURCE TYPE	DESCRIPTION
Lead Generation (Integration)	For every lead generated on your site, upload information about the results of the leads, including actual revenue generated. Once revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions.
Online Quote (Integration)	If your site generates online quotes, followed up by offline transactions, use this data source to record offline transaction revenue and other metrics. Once metrics are provided you can identify the most profitable campaigns and promotions leading to quotes.
Call Center Data (Integration)	If your web site generates call center transactions, you can upload those transactions to identify the situations (campaigns, promotions, etc.) that lead customers to pick up the phone.

MANAGE

The Manage tab shows all currently active Data Sources for a report suite. See Figure 4.

Figure 4: The Manage Screen



The links for each data source are described here.

- Restart Processing: If processing has stopped due to errors or warnings, this option will start processing again. Processing continues until the next error is encountered. When the Stop Processing on Errors checkbox is unchecked, processing continues regardless of errors.
- Complete Processing: This applies to the Full Processing Data Sources. When a file is uploaded, hitting this button tells the system that all data has been uploaded and may be processed as if it is complete. Refer to the Full Processing section for more information.
- Deactivate: Deactivating a Data Source will delete it. If any files on the server have begun to process, that processing will continue until complete. Files that have not yet begun processing will not be processed.

The Configure link will allow you to change the template or other settings specific to the Data Source.

The FTP Info link allows you to see the FTP information required for sending data, and provides access to the template.

Checkboxes

Stop Processing On Errors: When files have errors, those files are not processed (see Handling Files with Errors below). When this checkbox is checked, no other files are processed until the Restart Processing button is pushed.

Stop Processing on Warnings: This is only available to Full Process Data Sources, and will stop all processing if a warning is encountered. See the Full Processing section for more details.

Files in Processing Queue

Any files received in the last week or currently processing will be displayed underneath the Data Source. This list outlines the purpose and values of each column in the list of files.

- File Name: The name of the file uploaded
- Data Received…
- Status: The current status of the file.

Here is a definition of the possible states in the status column

- In Queue (step 1 of 3): The file exists, but has not begun processing. If the file doesn't appear within 30 minutes, check that the associated .fin file is present
- Preparing (step 2 of 3): The file is being checked for errors or warnings
- Processing (step 3 of 3): The file is being processed
- Failed: The file was not processed due to errors
- Success: The file was completely processed

Handling Files with Errors

When files contain errors, they are moved into a folder called "files_with_errors" on the FTP server

FILE LOG

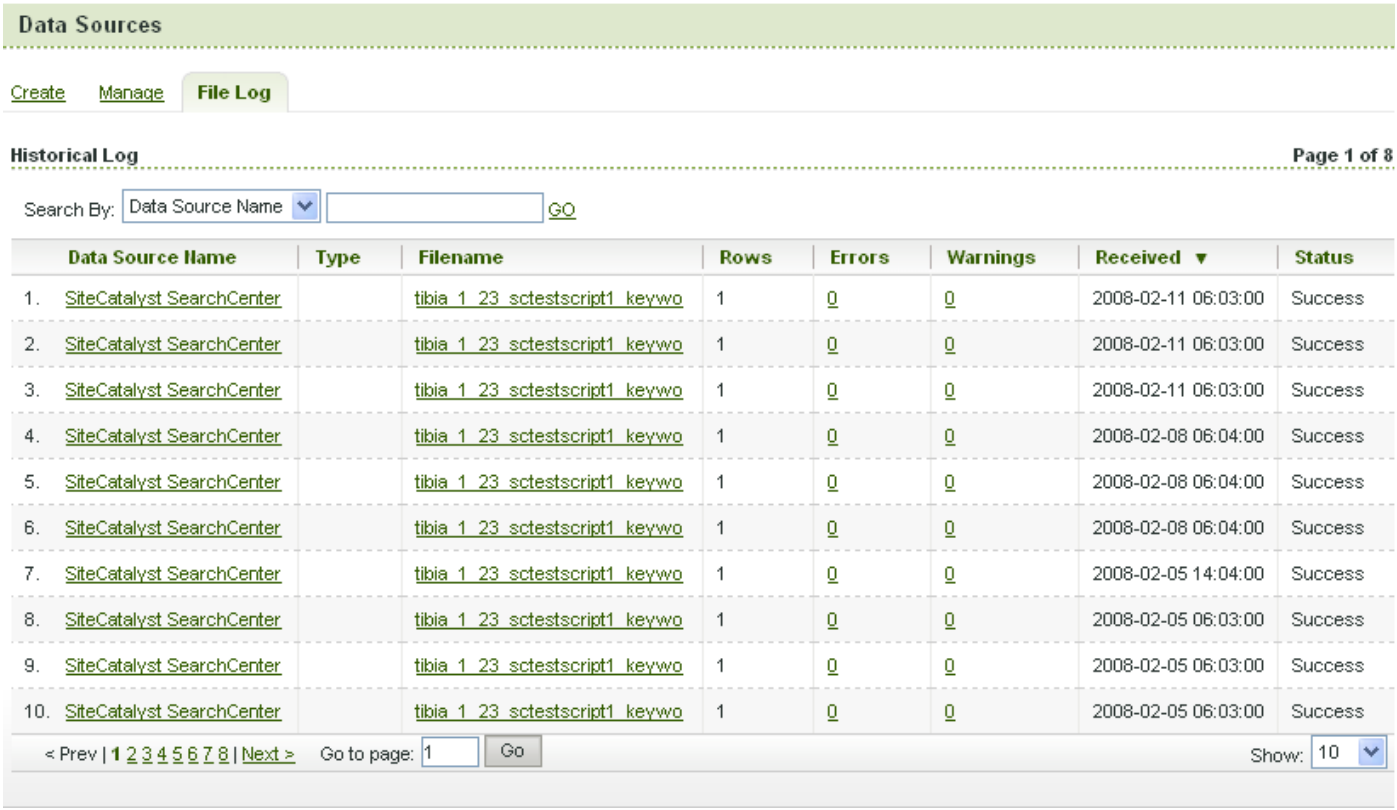
The file log displays information about all of your previously submitted data sources. It has a search feature that lets you search for information by Data Source Name, Data Source Type, file name, date received, or status. Figure 5 displays a sample image of a log file.

The log file screen displays **the following:**

- Data source name
- Type of data source
- File names for uploaded files
- The number of rows of data in the data source file
- The number of errors
- The number of warnings
- The date received
- The status

Several of the links are hyper links. Clicking on the hyper links opens a window that displays related data about the uploaded files.

Figure 5: Log File


Data Sources
Create
Manage
File Log
Historical Log
Page 1 of 8
Search By: Data Source Name
GO
Data Source Name | Type | Filename | Rows | Errors | Warnings | Received ▼ | Status
1. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-11 06:03:00 | Success
2. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-11 06:03:00 | Success
3. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-11 06:03:00 | Success
4. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-08 06:04:00 | Success
5. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-08 06:04:00 | Success
6. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-08 06:04:00 | Success
7. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-05 14:04:00 | Success
8. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-05 06:03:00 | Success
9. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-05 06:03:00 | Success
10. SiteCatalyst SearchCenter | tibia_1_23_sctestscript1_keywo | 1 | 0 | 0 | 2008-02-05 06:03:00 | Success
< Prev | 1 2 3 4 5 6 7 8 | Next >
Go to page: 1 Go
Show: 10

Data Source Groupings

INTEGRATION

Integration Data Sources allow offline or multi-channel or internally processed data to be tied to an online transaction. For example, leads generated online are fulfilled offline. This data source allows offline metrics to appear in Conversion reports, such as campaigns, keywords, search engines and eVars. Once processed, this data is available in all of Omniture's products, including SiteCatalyst, SearchCenter, Data Warehouse and Discover. Data may not be available in Discover immediately.

The following is a list of integration data sources.

- Integration Data Sources
- Online Purchases
- Product Returns
- Product Cost
- Order Status
- Leads and Quotes
- Lead Generation
- Online Quote
- Call Center Data
- Generic
- Integration (Transaction or Visitor ID)

Integration Data Sources also allow offline or multi-channel data to be tied to an online visitor. The connection between offline and online data is made via a transaction ID. If a transaction ID submitted more than once, only the first will be recorded. When uploading an Integration Data Source file, the transactionID column must be specified.

The following methods may be used to record transaction IDs:

- JavaScript

- ActionSource
- Data Insertion API
- Full Processing Data Source
- Mobile tracking
- Image beacon without JavaScript

Transaction IDs should be recorded with the transactionID variable, available in version H.10 of the JavaScript file and 1.3 of ActionSource. This variable may be up to 100 characters long and contain an alphanumeric value. Similar to server calls, each unique transaction ID submitted will incur a processing fee.

Omniture stores Transaction IDs for 90 days by default. After 90 days, any data uploaded to a deleted transaction ID will be attributed to None in the reports listed above. If you require that Omniture store transaction IDs for a longer period of time, please contact an Omniture representative to change the number of days for which transaction IDs are stored.

Affected Reports

When you upload an integration data source, it updates several reports automatically. The following list identifies the affected reports:

- Campaign
- eVar1-50
- Paid, Natural and All Keywords
- Paid, Natural and All Search Engines
- Referring Domain
- Original Referring Domain
- Entry Page
- Visit Number
- Customer Loyalty*
- Days Since First Purchase*
- Days Since Last Purchase*
- Products**
- Merchandising eVars associated with products***

* Metrics imported via data sources will be tied to the visit number and purchase number at the time the transaction ID was recorded. However, purchase events recorded via data sources will not update a visitor's purchase or visit number.

** If no products are specified, the metrics and variables specified in the data source will be tied to any products on the page at the time of the transactionID. If products are specified, only those products will be associated with variables and metrics supplied in the data sources file.

*** Merchandising eVar values associated with products will be updated for the products updated (either those specified in the Data Sources file, or those associated with the original transactionID). Metrics specified in the Data Sources file eVars that use Linear allocation will not be updated via data sources. Likewise, Participation metrics are not available for offline events. In other words, events populated via the Integration Data Source will not be counted in participation metrics for the page name or other reports.

Table 9 shows the reports that are affected by the metrics you use in your data sources.

Table 9: Variable to Report Mapping

VARIABLE	REPORTS POPULATED
pageName	Conversion Reports > Path Reports > Page Value Conversion Reports > Path Reports > Entry Page Conversion Reports > Path Reports > Original Entry Pages Traffic Reports > Site Traffic > Page Views Traffic Reports > Site Traffic > Hourly Unique Visitors Traffic Reports > Site Traffic > Daily Unique Visitors Traffic Reports > Site Traffic > Monthly Unique Visitors Traffic Reports > Site Traffic > Yearly Unique Visitors Traffic Reports > Visitor Profile > Pages Viewed by Key Visitors Traffic Reports > Segmentation > Most Popular Pages Path Reports > Pages > Page Summary Path Reports > Pages > Page Value Path Reports > Pages > Most Popular Pages Path Reports > Pages > Reloads Path Reports > Pages > Click to Page Path Reports > Pages > Time Spent on Page Path Reports > Entries & Exits > Entry Pages Path Reports > Entries & Exits > Exit Pages Path Reports > Entries & Exits > Exit Links Path Reports > Complete Paths > Full Paths Path Reports > Complete Paths > Longest Paths Path Reports > Complete Paths > Path Length Path Reports > Complete Paths > Time Spent per Visit Path Reports > Complete Paths > Single-page Visits Path Reports > Advanced Analysis > Previous Page Path Reports > Advanced Analysis > Next Page Path Reports > Advanced Analysis > Previous Page Flow Path Reports > Advanced Analysis > Next Page Flow Path Reports > Advanced Analysis > PathFinder Path Reports > Advanced Analysis > Fall-out NOTE: In all of the Traffic Reports listed above, with the exception of the Most Popular Pages Report, if the pageName variable is not set, the URL is used.
server	Traffic Reports > Segmentation > Most Popular Servers
pageType	Path Reports > Pages > Pages Not Found
channel	Conversion Reports > Site Path Reports > Site Section Traffic Reports > Segmentation > Most Popular Site Sections
prop1 - prop20	Traffic Reports > Custom Insight > Custom Insight 1-20
campaign	Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Campaigns > Tracking Code
state	Conversion Reports > Visitor Profile > States
zip	Conversion Reports > Visitor Profile > ZIP/ Postal Codes

VARIABLE	REPORTS POPULATED
events	Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Shopping Cart > Carts Conversion Reports > Shopping Cart > Cart Views Conversion Reports > Shopping Cart > Cart Additions Conversion Reports > Shopping Cart > Cart Removals Conversion Reports > Shopping Cart > Checkouts Conversion Reports > Custom Events > Custom Event 1-20 Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Products > Categories Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value
products	Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Products > Categories Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value
purchaseID	Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value
eVar1 - eVar20	Conversion Reports > Custom Variables > Customer eVar 1-20

VARIABLE	REPORTS POPULATED
linkName	Traffic Reports > Custom Insight > Custom Links
hier1 - hier5	Traffic Reports > Hierarchies > Hierarchy 1-5

FULL PROCESSING

Full processing allows data collected on any system to be processed as if it were collected by Omniture. This is often used to process data collected via an internal Web server or an in-store kiosk. Every row in the file represents a page view or link click for a visitor. Full processing data sources let you view pathing and correlation data. Full data sources are similar to submitting Web logs with a main difference being that you can adjust the data in a full data source, where you cannot within a Web log data source.

Full Processing Data Source Types:

- Standard
- Full Processing

The following tables give the column name equivalents for full data sources.

Table 10: Supported Data Dimensions

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
date	date
category	product category
tracking code	campaign
product	products
state	state
zip	zip
channel	channel
evar 1... evar 50	eVar 1... eVar 50
evar 1 views ... evar 50 views	eVar 1 instances ... eVar 50 instances

Table 11: Supported Metrics

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
occurrences	***
price	revenue
orders	orders
quantity	units
product views	prodView
cart opens	scOpen
cart adds	scAdd
cart removes	scRemove
cart views	scView

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
checkouts	scCheckout
clickthroughs	campaign instances
event 1 ... event 80	event1 ... event80

STANDARD DATA SOURCES

Standard Data Sources are used to record page views, visits, visitors, eVars or props. These are for conversion data only.

Standard data source types are documented in the data source "Data Source Groupings" on page 9.

TRAFFIC

Traffic data sources are used to import simple traffic metrics. For example, hits on a Web page or most visited page data. Traffic data sources do not support conversion data, and cannot do data correlation.

WEB LOG FORMAT DESCRIPTIONS

Web Logs are used to import standard web server log files. Most common Web server log types are supported: These include the following:

- NCSA Common Log
- NCSA Extended (Combined)
- W3C Extended Log
- Microsoft IIS Log

NCSA Common Log

This is a Web log format supported by most Web servers, including Apache and IIS. It contains only basic HTTP access information. The common log is similar to the NCSA Combined log format except is does not contain the referral and user agent.

The Common log contains the requested resource and some other data, but does not have referral, user agent, or cookie information. Information in the log is in a single file.

The following fields are found in the Common log:

- host
- rfc931
- username
- date:time
- request
- status code
- bytes

The following example shows these fields populated with values in a common log file record:

```
111.112.113.114 - jdoe [17/Jun/2007:23:05:03 +0700] "GET /index.html HTTP/1.0" 200 1443
```

The following are descriptions of the fields in the fields in the Common log format:

- host (111.112.113.114 in the example)
  The IP address or host/subdomain name of the HTTP client that made the HTTP resource request.
- rfc931 ("-" in the example)
  The identifier used to identify the client making the HTTP request. If no value is present, a "-" is substituted.
- username (jdoe in the example)
  The username, (or user ID) used by the client for authentication. If no value is present, a "-" is substituted.
- date:time timezone ([17/Jun/2007:23:05:03 +0700] in the example)
  The date and time stamp of the HTTP request. (dd/MMM/yyyy:hh:mm:ss +-hhmm format. -hhmm is the time zone.) Some Web servers may process the day as a single digit.

- request ("GET /index.html HTTP/1.0" in the example)
  The HTTP request. The request field contains three pieces of information. The main piece is the requested resource (index.html). The request field also contains the HTTP method (GET) and the HTTP protocol version (1.0).
- status code (200 in the example)
  The status is the numeric code indicating the success or failure of the HTTP request.
- bytes (1443 in the example)
  The bytes field is a numeric field containing the number of bytes of data transferred as part of the HTTP request, not including the HTTP header.

NCSA Extended (Combined)

The NCSA Combined log format is the same as the Common log, except it has three optional additional fields:

- The referral field
- The user_agent field
- The cookie field.

The following example shows the format of this log:

```
111.112.113.114 - jdoe [17/Jun/2007:23:05:03 +0700] "GET /index.html HTTP/1.0" 200 1443 "http://
www.omniture.com/" "Mozilla/5.0 (Windows; U; Windows NT 5.1; en-us)"
"USERID=JohnQPublic;IMPID=02468"
```

The following are descriptions of the three additional fields:

- referrer ("http://www.omniture.com/" in the example)
  The URL from which the user came to your site. (Optional)
- user_agent Mozilla/5.0 (Windows; U; Windows NT 5.1; en-us) in the example)
  The User's Web browser and platform (Optional)
- cookies ("USERID=JohnQPublic;IMPID=02468" in the example)
  Cookies are pieces of information that the HTTP server may send to user with any requested resources. The client's browser may store this file and send it back to the HTTP server if the browser accesses it later and makes additional resource requests. The HTTP server can send multiple cookies.

  Cookies use the form KEY = VALUE. Multiple values are separated by semicolons.

  If your HTTP server is configured to log cookies, then it logs each cookie that the HTTP server contains for the requested resource.

W3C Extended Log

Microsoft Internet Information Server (IIS) 4.0 and 5.0 use this log file format.
A log file in the extended format has several lines that contain ASCII characters. Each contains either a directive or an entry.
Entries are a sequence of fields that relate to a single HTTP transaction. Fields are separated by white space. Blank fields are marked by dashes "-".
Directives record information about the logging process. Lines beginning with the # character annotate directives. The following directives are defined in the W3C Extended format:

- Version: <integer>.<integer>
  The version of the extended log file format. This draft defines version 1.0.
- Fields: [<specifier>...]
  Lists a sequence of field identifiers that specify the information contained in each entry.
- Software: string
  Identifies the software that generated the log.
- Start-Date: <date> <time>
  The date and time when the log was started.
- End-Date:<date> <time>
  The date and time when the log was finished.
- Date:<date> <time>
  The date and time when the entry was added.
- Remark: <text>
  Comment information. Data recorded in this field is generally ignored by analysis tools.

The directives Version and Fields are required and must precede all entries in the log. The Fields directive specifies the data recorded in the fields of each entry.

The following is an example of a record in the extended log format that was produced by the Microsoft Internet Information Server (IIS):

```
#Software: Microsoft Internet Information Server 4.0
#Version: 1.0
#Date: 2005-10-19 21:11:29
#Fields: date time c-ip cs-username s-ip cs-method cs-uri-stem cs-uri-query sc-status sc-bytes
cs-bytes time-taken cs-version cs(User-Agent) cs(Cookie) cs(Referrer)

2005-10-19 21:11:29 206.175.82.5 - 208.201.133.173 GET /global/images/navlineboards.gif - 200 540
324 157 HTTP/1.0 Mozilla/4.0+(compatible;+MSIE+4.01;+Windows+95) USERID=JohnQPublic;+IMPID=02468
http://yourturn.rollingstone.com/webx?98@@webx1.html
```

Microsoft IIS Log

Microsoft IIS format is a fixed (non-customizable) ASCII format. It has more fields than the NCSA Common format has. Fields are separated by commas. Blank fields are marked with a dash "-".

The Microsoft IIS format includes the following fields:

- The user's IP address
- User name
- Request date and time
- HTTP status code
- The number of bytes received.
- The elapsed time of the request
- The number of bytes sent
- The action (for example, a download carried out by a GET command) and the target file.

The following is an example of a Microsoft IIS format file:

```
192.168.15.117,JQPublic,10/15/05,19:31:41,W3SVC2,Server21,10.100.34.211,4502,183,
4122,200,0,GET,Sunset02.jpg
```

The following is an explanation of the example:

- Users IP address
  192.168.15.117
- User name
  JQPublic
- Date
  10/15/05
- Time
  19:31:41
- Service and instance
  W3SVC2
- Web server name
  Server21
- IP address of the Web server
  10.100.34.211
- Time taken in milliseconds
  4502
- Bytes received
  183
- Bytes sent
  4122

- Service Status Code
  200
- Windows NT/2000 Status Code
  0
- Request type
  GET
- Target of the operation
  Sunset02.jpg

Requirements

Ensure that each of the following requirements are met before enabling and using a Data Source:

- Conversion must be enabled if Conversion reports are being populated.
- eVars or events should be enabled in the Administration Console if they are needed to receive data sources data.
- Events should be configured as Numeric or Currency events for Standard and Integration Data Sources. Events may be configured as counter events for the Full Processing Data Source.

Constraints

There are a number of constraints that apply to Data Sources and data imported into SiteCatalyst. Each of the constraints is described in detail below:

- Size limits:
  - There is no limit to the number of files you may submit, but the sum total of all files submitted may not exceed 50MB (approximately 200,000 rows). For larger files, contact your Omniture representative.
  - Each value in the data set imported into conversion variables (eVars) must not exceed a 100-character limit. Values longer than 100 characters are truncated to 100 characters in length.
  - No more than 30 days of data should be uploaded per calendar day to ensure reports are not delayed in the SiteCatalyst interface.
- Dates
  - Only data with current or past dates can be imported. Do not attempt to use a date in the future.
  - All rows must have a date specified to enable SiteCatalyst graphing capabilities. The date must be in the format MM/DD/YYYY (example: 06/15/2004). If a date is not specified, an error will occur, and the file will be rejected. Full processing files use the ISO 8601 format (example: 2007-07-25 14:55), or Unix time format (seconds since January 1, 1970).
  - Standard and integration data sources support the MM/DD/YYYY/HH/mm/SS format for dates.
- General
  - Uploaded data is added to the existing data in the Omniture platform. There is no way to differentiate between online and offline data in the interface.
  - Once uploaded, SiteCatalyst searches through the file for any errors and rejects any files with errors.
  - Data fields may not contain commas or semi-colons. Records that contain a comma or semi-colon will not be imported.
  - You cannot pass negative values into SiteCatalyst through Data Sources.
  - Standard and Traffic Data Sources are not available in Data Warehouse or Discover.
- Multi-Byte Support
  All Data sources support multi-byte encoding. Whenever possible, Omniture detects the format of the incoming file and converts it if necessary. The following encoding formats are supported:
  - UTF-8 - The report suite MUST have UTF-8 localization enabled.
  - ISO-8859-1 (aka Latin-1, aka Windows-1252) - Microsoft Excel saves in this format when you pick a "tab delimited" export. The Report suite MUST be using the ISO-8859-1 locale.
  - UTF-16 Little-endian, with Byte Order Mark (FF FE) - Microsoft Excel saves in this format when you pick a "unicode" export. The file will be converted to ISO-8859-1 or UTF-8, depending on what is enabled for the report suite.
  - UTF-16 Big-endian, with Byte Order Mark (EF FF) - The file will be converted to ISO-8859-1 or UTF-8, depending on what is enabled for the report suite.
  - UTF-8 with Byte Order Mark (EF BB BF) - This is non-standard, but a lot of Windows applications save in this format. WordPad saves in this format if you pick "UTF-8".

    - UTF-16 with no byte-order mark is not supported.
- Multi-byte support error handling
  If you submit a UTF-8 or ISO-8859-1 file when your report suite is configured for the other format., depending on the situation, one of the following will happen:
    - The error could be detected during conversion, and you will get a message such as "Found bad character in file at position 18 while converting from UTF-8 to ISO-8859-1".
    - If the conversion of the file results in garbled data, and this is caught during processing of the file, the error message varies according to data source type).
    - The file could be processed with no errors, but you will see garbled characters in the report.

Also, when uploading Web log files, consider the following:

- The most useful reports are traffic reports such as page views.
- Page names are displayed as the entire URL, including the query portion.
- Every single file request appears as a separate page view, including style sheets and image files.
- If you append information to the URL, some files appear as separate pages. For example, these URLs are recorded as two separate pages:
  ```
  /jokes/misc/snail_joke.html?userid=12345
  /jokes/misc/snail_joke.html?userid=98765
  ```

WARNING: Data uploaded via Data Sources cannot be removed from the report suite. When in doubt, upload data sources to a development or QA report suite. After it has been uploaded, the only way to remove erroneous data is to delete the entire report suite.

For data sources other than the Web server log files, the first step to importing data into SiteCatalyst is creating and downloading a template. Once the template is created, populate it with data and upload the file to SiteCatalyst using an FTP utility (the upload process may be automated, and may occur as frequently as desired). The process to import data is described in the next section.

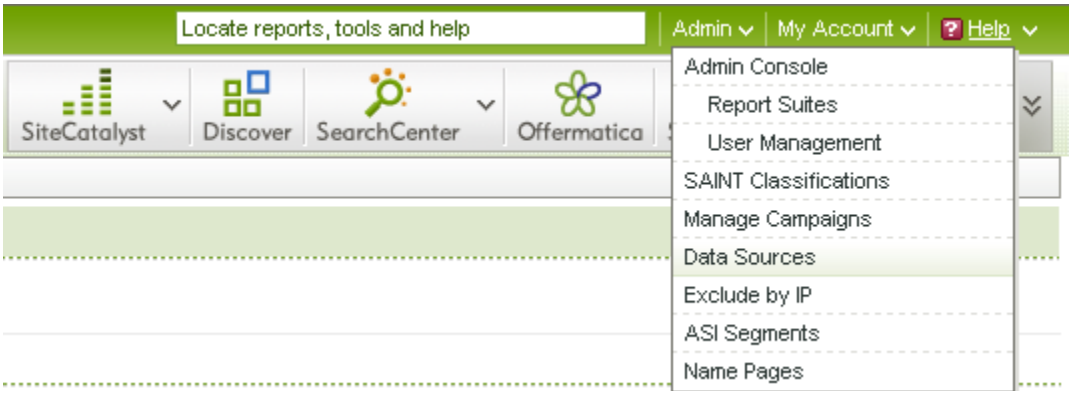
Creating a New Data Source

The process of creating a template includes specifying the type of data to be imported, selecting the events and conversion variables in which to place the imported data. Note that if an eVar, Product, or Tracking Code variable is a destination variable, and the uploaded values match values captured on the Web site, the events being uploaded would essentially add metrics to existing values. An example might be to create an "Offline Orders" metric for the Products variable, which would already have Product Views, Checkouts, and Orders as existing metrics.

To create a new data source

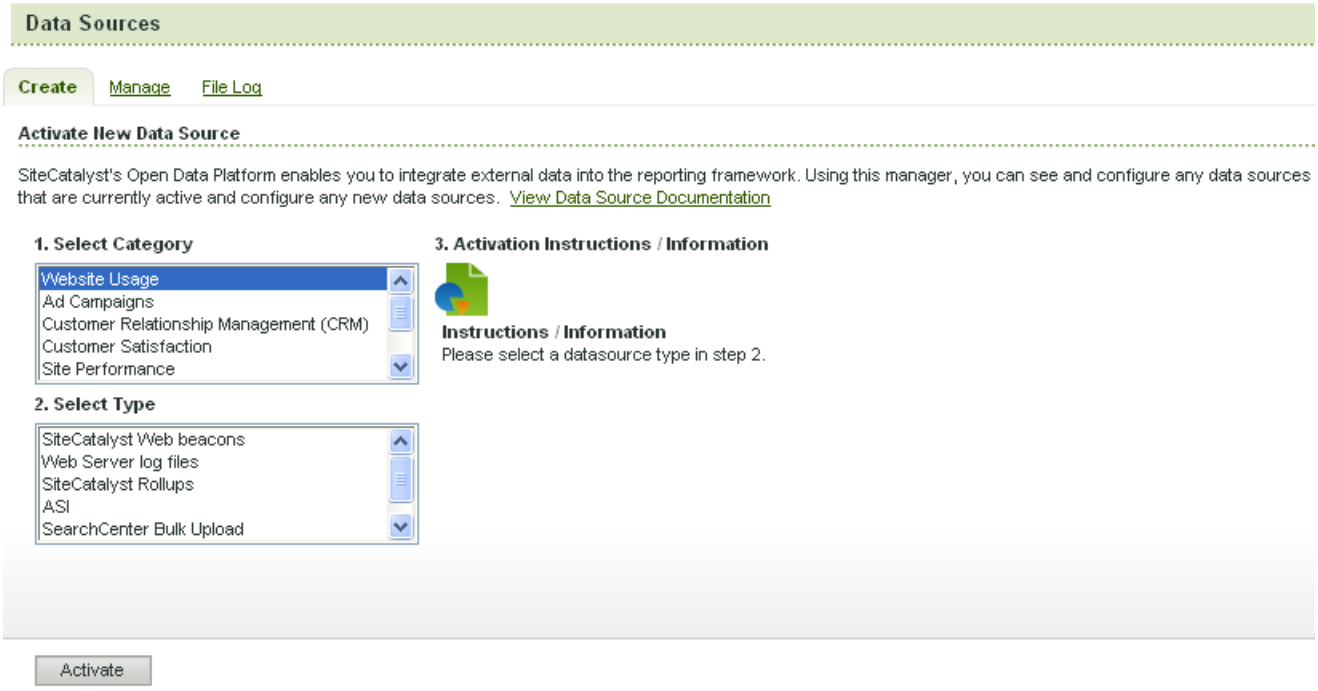
1. Log in to SiteCatalyst.
2. Click **Data Sources**.

Figure 6: Data Sources Link



3. Select a template based on category and type.

Figure 7: Activate a Data Source


Data Sources
Create
Manage
File Log
Activate New Data Source
SiteCatalyst's Open Data Platform enables you to integrate external data into the reporting framework. Using this manager, you can see and configure any data sources that are currently active and configure any new data sources. View Data Source Documentation
1. Select Category
Website Usage
Ad Campaigns
Customer Relationship Management (CRM)
Customer Satisfaction
Site Performance
2. Select Type
SiteCatalyst Web beacons
Web Server log files
SiteCatalyst Rollups
ASI
SearchCenter Bulk Upload
3. Activation Instructions / Information
Instructions / Information
Please select a datasource type in step 2.
Activate

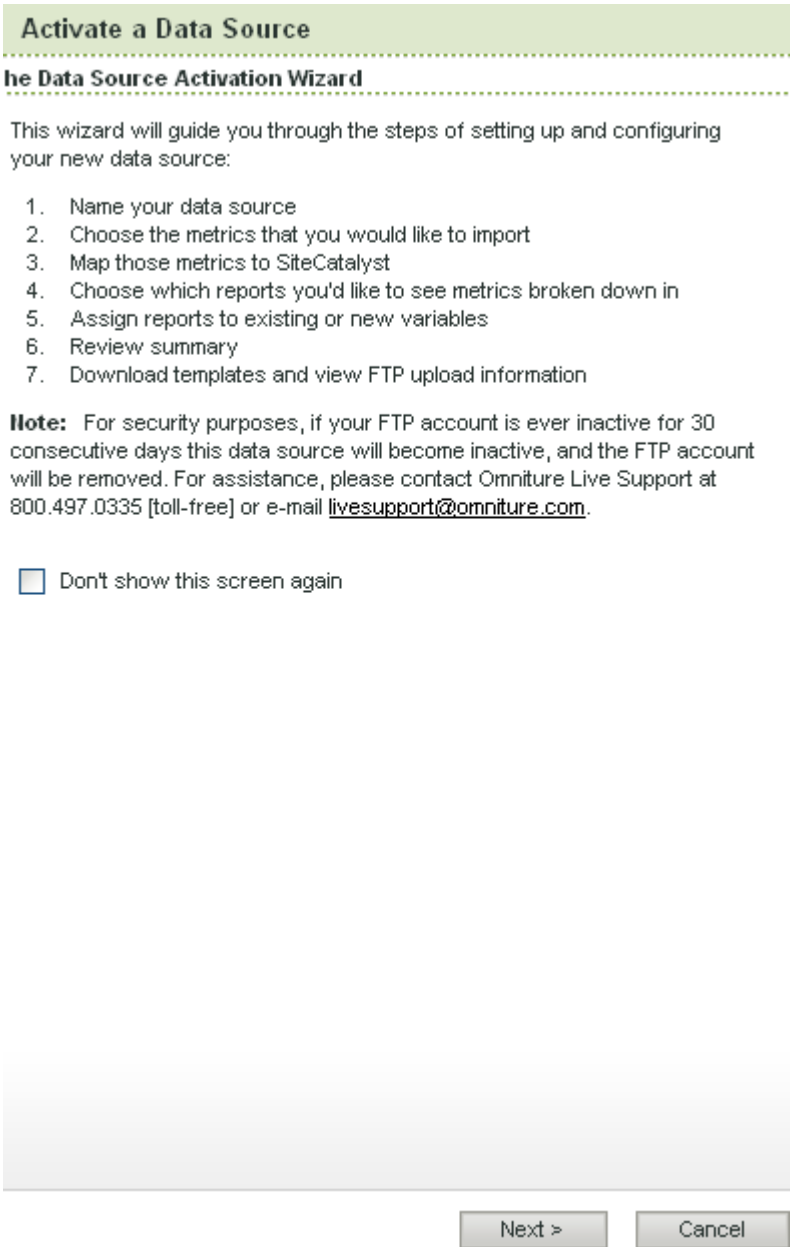
NOTE: The templates vary based on the selected category and type.

4. Click **Activate**. Follow the required steps for the selected category and type.

NOTE: The requirements vary based on the selected category and type.

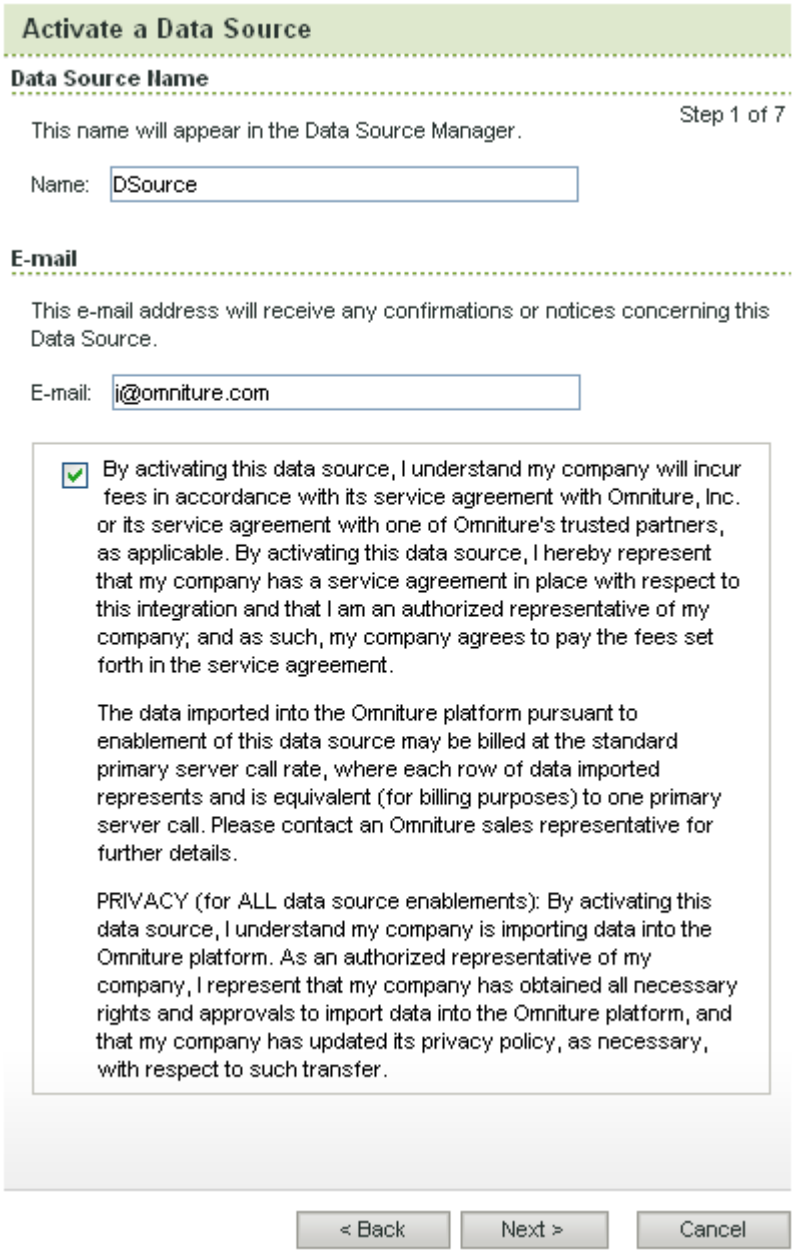
5. Click **Next**.

Figure 8: Data Source Activation Wizard


Activate a Data Source
he Data Source Activation Wizard
This wizard will guide you through the steps of setting up and configuring your new data source:
1. Name your data source
2. Choose the metrics that you would like to import
3. Map those metrics to SiteCatalyst
4. Choose which reports you'd like to see metrics broken down in
5. Assign reports to existing or new variables
6. Review summary
7. Download templates and view FTP upload information
Note: For security purposes, if your FTP account is ever inactive for 30 consecutive days this data source will become inactive, and the FTP account will be removed. For assistance, please contact Omniture Live Support at 800.497.0335 [toll-free] or e-mail livesupport@omniture.com.
Don't show this screen again
Next >
Cancel

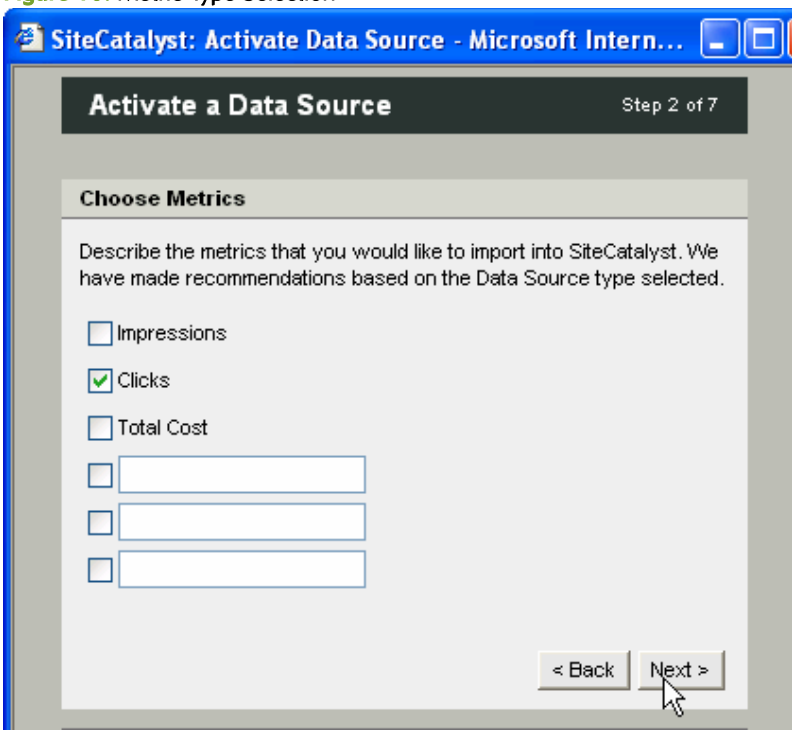
6. Type the name of the data source.
7. Type an email address to which any confirmations or notices will be sent.
8. Click **Next**.

Figure 9: Data Source Name


Activate a Data Source
Data Source Name
Step 1 of 7
This name will appear in the Data Source Manager.
Name: DSource
E-mail
This e-mail address will receive any confirmations or notices concerning this Data Source.
E-mail: i@omniture.com
By activating this data source, I understand my company will incur fees in accordance with its service agreement with Omniture, Inc. or its service agreement with one of Omniture's trusted partners, as applicable. By activating this data source, I hereby represent that my company has a service agreement in place with respect to this integration and that I am an authorized representative of my company; and as such, my company agrees to pay the fees set forth in the service agreement.
The data imported into the Omniture platform pursuant to enablement of this data source may be billed at the standard primary server call rate, where each row of data imported represents and is equivalent (for billing purposes) to one primary server call. Please contact an Omniture sales representative for further details.
PRIVACY (for ALL data source enablements): By activating this data source, I understand my company is importing data into the Omniture platform. As an authorized representative of my company, I represent that my company has obtained all necessary rights and approvals to import data into the Omniture platform, and that my company has updated its privacy policy, as necessary, with respect to such transfer.
< Back
Next >
Cancel

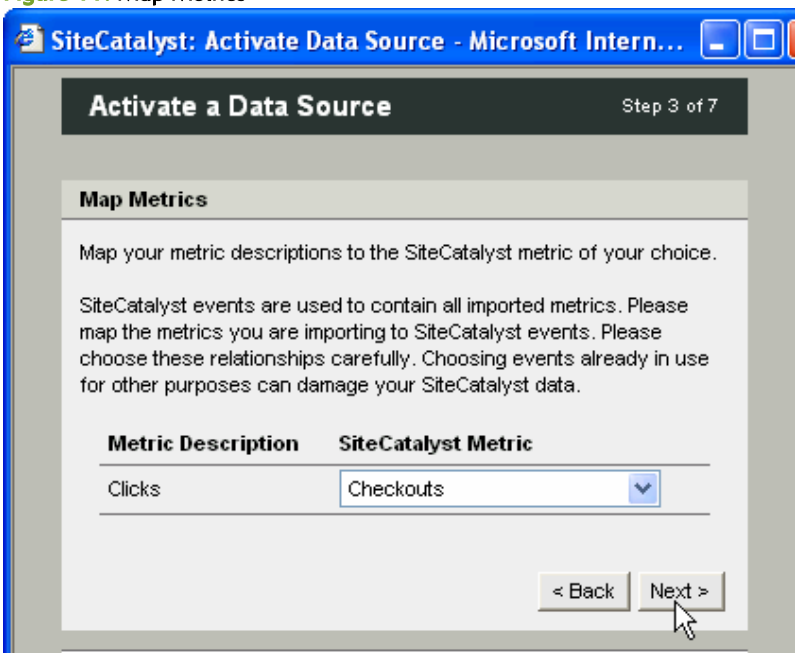
9. Select the type of metric that you are importing into SiteCatalyst.
10. Click **Next**.

Figure 10: Metric Type Selection


SiteCatalyst: Activate Data Source - Microsoft Intern...
Activate a Data Source
Step 2 of 7
Choose Metrics
Describe the metrics that you would like to import into SiteCatalyst. We have made recommendations based on the Data Source type selected.
Impressions
Clicks
Total Cost
< Back
Next >

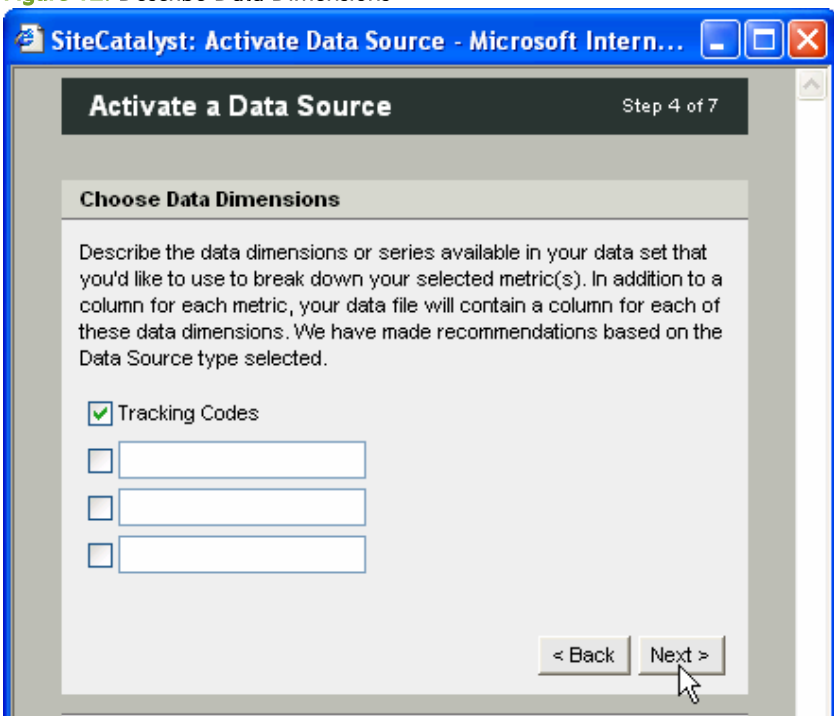
11. Set parameters for the metric you are importing.
12. Click **Next**.

Figure 11: Map Metrics


SiteCatalyst: Activate Data Source - Microsoft Intern...
Activate a Data Source
Step 3 of 7
Map Metrics
Map your metric descriptions to the SiteCatalyst metric of your choice.
SiteCatalyst events are used to contain all imported metrics. Please map the metrics you are importing to SiteCatalyst events. Please choose these relationships carefully. Choosing events already in use for other purposes can damage your SiteCatalyst data.
Metric Description
SiteCatalyst Metric
Clicks
Checkouts
< Back
Next >

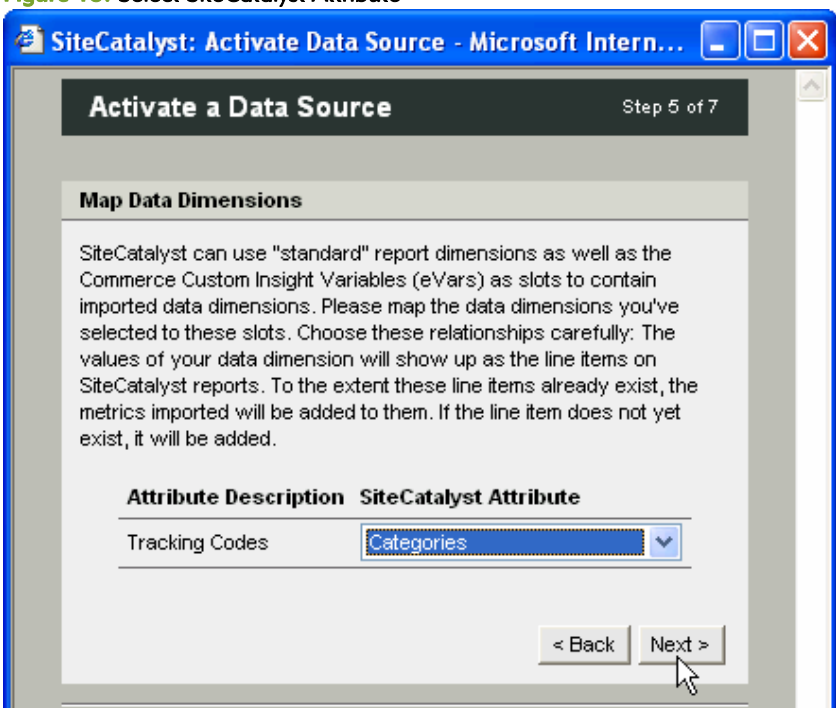
13. Describe the means by which you will break down your selected metrics.

Figure 12: Describe Data Dimensions


SiteCatalyst: Activate Data Source - Microsoft Intern...
Activate a Data Source
Step 4 of 7
Choose Data Dimensions
Describe the data dimensions or series available in your data set that you'd like to use to break down your selected metric(s). In addition to a column for each metric, your data file will contain a column for each of these data dimensions. We have made recommendations based on the Data Source type selected.
Tracking Codes
< Back
Next >

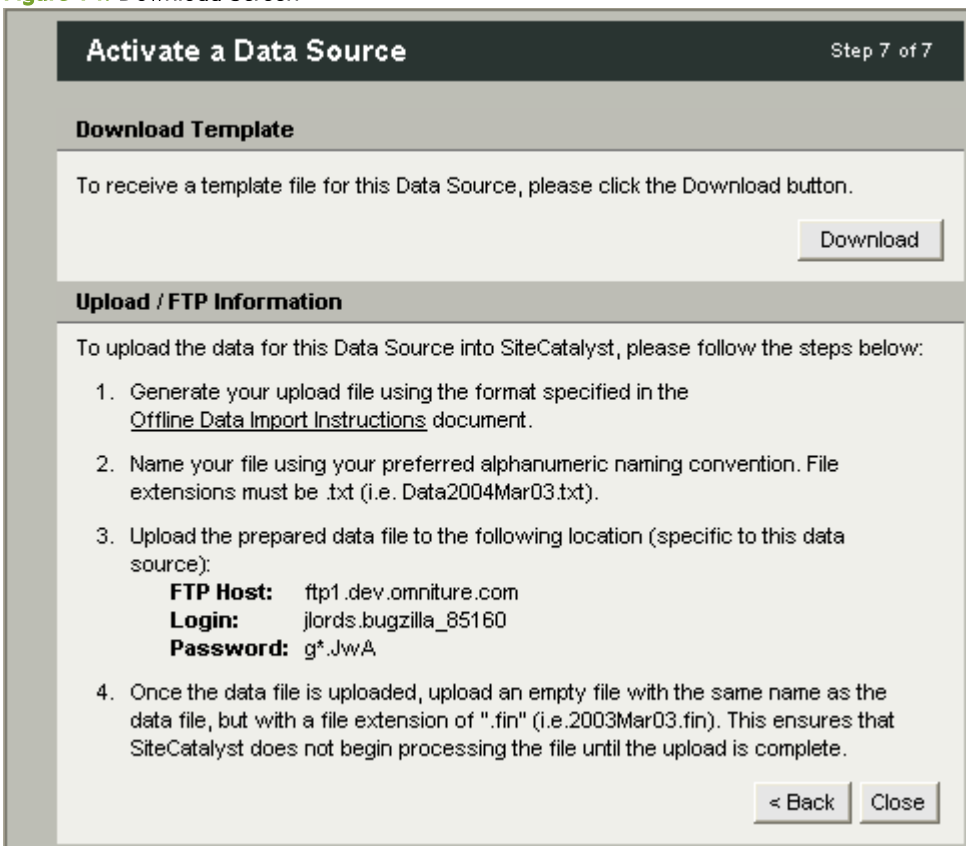
14. Select the SiteCatalyst attribute to associate to your attribute description.
15. Click **Next**.

Figure 13: Select SiteCatalyst Attribute


SiteCatalyst: Activate Data Source - Microsoft Intern...
Activate a Data Source
Step 5 of 7
Map Data Dimensions
SiteCatalyst can use "standard" report dimensions as well as the Commerce Custom Insight Variables (eVars) as slots to contain imported data dimensions. Please map the data dimensions you've selected to these slots. Choose these relationships carefully: The values of your data dimension will show up as the line items on SiteCatalyst reports. To the extent these line items already exist, the metrics imported will be added to them. If the line item does not yet exist, it will be added.
Attribute Description
SiteCatalyst Attribute
Tracking Codes
Categories
< Back
Next >

16. Review the data on the summary screen, then click **Save**.
17. If you want to save this to your local computer as a template, click **Download** on the screen labeled step 7, shown in Figure 14. This screen also gives you the information you need for accessing and uploading data to the FTP server. You should copy and store this information in a safe location.

Figure 14: Download Screen


Activate a Data Source
Step 7 of 7
Download Template
To receive a template file for this Data Source, please click the Download button.
Download
Upload / FTP Information
To upload the data for this Data Source into SiteCatalyst, please follow the steps below:
1. Generate your upload file using the format specified in the Offline Data Import Instructions document.
2. Name your file using your preferred alphanumeric naming convention. File extensions must be .txt (i.e. Data2004Mar03.txt).
3. Upload the prepared data file to the following location (specific to this data source):
FTP Host: ftp1.dev.omniture.com
Login: jlords.bugzilla_85160
Password: g*.JwA
4. Once the data file is uploaded, upload an empty file with the same name as the data file, but with a file extension of ".fin" (i.e.2003Mar03.fin). This ensures that SiteCatalyst does not begin processing the file until the upload is complete.
< Back
Close

18. Click **Close**.

By downloading the template, you can input your data into the template and then upload the data back into SiteCatalyst. Your data can then be used within the SiteCatalyst reports. For more information on the data sources template, see "The Data Sources Template" on page 24.

THE DATA SOURCES TEMPLATE

The data sources template is a .txt file that can be opened any editor, but is most easily edited in Microsoft Excel or another spreadsheet. Data in the template varies based on the selected category and type from the Data Sources Wizard, The graphic below displays an example of one of the templates.

Figure 15: Data Sources Template

	A	B	C	D	E	F	G	H	I
1	# Generic	Pay-Per-Click Service template file (user: 2573893 ds_id: 63)							
2	#	Categories	Clicks						
3	Date	Category	Checkouts						
4									
5									
6									

The default template displays several lines, including the following.

- The first line displays the title of the template file.
- The second line (optional) lists the unique labels that were provided when setting up the template. Comments may be added to the file by using the '#' symbol.
- The third line lists the SiteCatalyst variables that will be populated, and correspond to the labels in row two. The data can be copied and pasted under the column headings.

Uploading Data

Once the template is prepared with the data for upload, the next step is to send the file via FTP to ftp.omniture.com. Additionally, a second ".fin" file must be uploaded in order to notify Omniture that the upload of the data file is complete. Omniture does not identify the uploaded data file until the ".fin" file exists. After upload, the Data Sources Manager will display any errors encountered. When uploading your data to the FTP server, it's important to keep in mind the following points.

- Your FTP username and password are unique. Anyone who has access to your username or password can upload data to your report suite.
- For security purposes, FTP accounts are closed after 30 days of inactivity.
- If you lose your username and password, you can retrieve it by clicking **Configure** on the Data Sources Page for your particular data set.
- FTP accounts have a 50MB limit. All files submitted must not exceed this limit.
- Do not forget to upload the .fin file, but do not upload it until your data has finished processing. SiteCatalyst will not process your uploaded data until it receives the .fin file.
- Omniture stores Transaction IDs for 90 days by default. After 90 days, any data uploaded to a deleted transaction ID will be attributed to None in the reports listed above. If you require that Omniture store transaction IDs for a longer period of time, please contact an Omniture representative to change the number of days for which transaction IDs are stored.
- If you upload data sources data that is prior to the date on which your report suite was created, contact an Omniture representative to change the oldest for which you can run reports.
- If you upload multiple files to your account, SiteCatalyst loads them in alphabetical order, such as:

```
thing01.txt
thing02.txt
thing03.txt
```

  or

```
log_2007-06-01_13:00.log
log_2007-06-01_13:15.log
log_2007-06-01_13:30.log
```

- Files that need to be in correct chronological order must be named in correct alphabetical order to process correctly. They will be processed correctly regardless of what order you uploaded them in as long as there is not more than a three minute gap between the end of uploading one file and the start of uploading the next one.
- Each Data Source has a separate FTP account. You can't use the FTP account for one Data Source to upload data for a different Data Source.

The format of the file is a set of columns separated by tabs. The file can be a .txt, .tsv, no extension, or one of several other common formats. While the template for the files generates a limited number of columns, you can manually add columns and values.

FILE FORMAT

In order for Omniture to understand the data that has been prepared, it must be placed in a file with a very specific format. Also each report suite into which you'll be importing data will require a separate file. Data files contain 3 sections: Comments, Column Headers and Data.

COMMENTS

It is a good practice to include several lines at the top of a data file to provide a general description of the file contents and other comments. Each line containing this information must begin with the "#" character. There is no limit to the number of comment lines in a file, but every line containing a comment must begin with "#".

COLUMN HEADERS

The first non-comment line in the data file is used by SiteCatalyst to describe the contents of the data section of the file (see below) and is called the "column headers". This line consists of a series of tab separated entries, each of which describes the data in the same position in the lines below it and each of which falls into one of three categories.

Table 12: Data Categories

CATEGORY	DESCRIPTION
Date	This column is a required column and in the data section is used to time stamp each row of information. The name is simply "Date". Every row needs a valid date. Use the following format: MM/DD/YYYY.
Data Dimensions	You can add any of the standard SiteCatalyst data dimension or reports that you wish to use to describe each row. For example, Tracking Code, Evar 1, Evar 2, and Product are all examples of valid data dimension column headers. For a complete list of valid data dimension names, please see the "Appendix" on page 29.
Events (Metrics)	As described in the preparation section above, events are the way that SiteCatalyst quantifies metrics and measurements. Event columns use the same names as the values passed to SiteCatalyst via the s_events list in the data collection code on the page. Examples of valid events are Purchase, Event 1, ScAdd, etc. For most applications, you will be using the custom events as your metrics. For a complete list of valid events, see Appendix B.

DATA

The data section of the file contains all the actual information you wish to import and will usually make up the majority of the file. It includes one record per line, where each record is made up of a series of tab-separated fields. It is the column headers (see the section above) that define the order of these fields. In the most efficient data files, each line in the data section will reflect a unique combination of date, and all involved data dimensions with the event values reflecting an aggregate value. It is not required, however, to upload data files that have information aggregated in this fashion. It is also perfectly valid to upload "log style" data files in which each row contains a single event or transaction with all describing data dimensions.

Date data columns must be in the format MM/DD/YYYY (i.e. 03/24/2004). The other data columns are much more flexible. Data dimensions usually contain text strings and events usually contain numbers (decimal points are also allowed).

Sample Data File

Use the following sample data file as a template for creating your own. Put only one tab between column values. Using a spreadsheet and saving as a .tsv or a .txt file simplifies this.

```
#This is a comment
#Sample data file for my report suite.
#Imported data for ad impressions applied to Event 6
Date            Tracking Code    Event 6
1/1/2003        NYT8453A         8754
1/1/2003        WSJ4453B         9492
1/1/2003        BHG44563         10553
1/2/2003        NYT8453A         6452
1/2/2003        WSJ4453B         7237
1/2/2003        BHG44563         9031
etc.
```

UPLOADING THE DATA TO THE FTP SERVER

After your data file has been prepared, you may upload it for processing. To start this process you must first activate a new data source. This is done via the "Data Source" section of SiteCatalyst accessible via the tab at the very top of the online interface with the same name. In this section you will see a list of data source categories and specific types. Pick the source that is most similar to your data and click on the "Activate" button. Follow the wizard steps until you receive an FTP host, username and password. These are unique to your account and to this data source.

Upload the data file you've prepared to the FTP server given you when activating your data source. You may use any alphanumeric file name, but it is recommended that you follow a convention that includes the name of the destination report suite and the date uploaded in the filename. (i.e. mysite20040301.txt) Once the file has been uploaded, you signal SiteCatalyst that your data file is ready for processing by placing a file with the identical name of your data file, but with the file extension ".fin" at the end of the file name.

NOTE: Keep the following in mind regarding the FTP process.

- Your FTP username and password is unique. Anyone who has access to this information can upload data to your report suite.

- For security purposes, FTP accounts will be closed after 30 days of inactivity.
- If, at any time, you lose your username and password you can retrieve it by clicking on the "configure" button on the data sources page.
- File size transfer limit is 50MB per file. If you need to transfer larger files, please break your data file into several smaller ones and upload them one at a time.
- Do not upload the .fin file until your data file has finished uploading. Also, do not forget to upload the .fin file. SiteCatalyst will not process your uploaded data until it sees this file.

Advanced Data Integration Instructions

Omniture allows you to import external data into your Conversion and Traffic reporting. This data can then be viewed in conjunction with the online data collected via the standard SiteCatalyst methods. Using this functionality correctly will allow you to add reports like "Ad Impressions," "Offline Revenue," or "Returns" to your standard reports.

Preparation

Preparation is most important step to a successful data import. The end result of the preparation is to have a firm understanding of the goals of importing the data, the reports involved, and to appropriately configure the Custom Insight Properties, eVars, and Events.

STEP 1: DEFINE METRICS/MEASUREMENTS

Before starting, review the goals of importing the additional data, and the actual metrics or measurements available. Examples might be: Dollars of offline sales broken down by product, quantity of returned products also broken down by product, or ad impressions broken down by campaign.

While each of these examples only has a single metric being imported and broken down by a single data series, you can actually import several metrics and/or involve several data dimensions/series. However, each metric you wish to import will need to be "hosted" by a SiteCatalyst event (usually one of the custom events). For example: You might choose to store offline orders in Custom Event 1 and Ad Impressions in Custom Event 2. It is strongly recommended that you use new, empty events for offline data, but in rare cases it may be appropriate to use a pre-existing event.

After determining your metric to event "mapping," Omniture recommends you rename the appropriate slots. To do so, log into SiteCatalyst and choose the Admin Console at the top of the SiteCatalyst user interface (you'll need administrative permissions to do this). Navigate to the Report Suites > Conversion> Success Events and give the events you've assigned appropriate names.

STEP 2: DEFINE THE DATA DIMENSIONS

After you've determined the metrics, take a look at the data you have available and decide the dimension or data series that the metric(s) in question measure. If, for example, you are measuring ad impressions, your data dimension will most likely be tracking code. If you are measuring offline sales, you'll probably want to use product code as your dimension.

As briefly mentioned in Step 1 of this Preparation section, you aren't limited to a single data dimension for each metric, but you will need to be able to provide a value of each metric for each unique combination of values across the data dimensions. You may, for example, want to import offline sales and include as data dimensions the product sold and the partner that sold it. You would then need to provide one or more measurements of offline sales (like total dollars) for each combination of partner and product. Note that it is possible to import just total metrics that cannot be broken down across any dimension. Commonly used data dimensions include products, tracking codes, search keywords, etc.

While it is common to use pre-existing variables in this step, you can also define new data dimensions. Just as metrics are stored in SiteCatalyst events, the data dimensions are stored in SiteCatalyst Custom Insight Vars. After choosing the slots to store any new dimensions, don't forget to title them appropriately through the settings page as described in Step 1.

STEP 3: DEFINE DATE RANGE

The last step is to review the date range for which you have data that you'd like to import. Omniture can accept imported data as early as when you first deployed SiteCatalyst, and should be broken down by day.

Once you've completed these steps, preparation is complete and you are ready to create your data file and import it into the Omniture Platform.

Frequently Asked Questions

The following table lists and answers many of the most frequently asked questions.

Table 13: Frequently Asked Questions

QUESTION	ANSWER
How much does it cost to use the Data Source feature?	There is a small fee to use this functionality. Consult with Omniture Live Support for more information regarding pricing.
How do I include comments in my data source file?	Each line that begins with a "#" sign denotes a comment. When you receive your first template from SiteCatalyst using the Data Source Activation Wizard, it will include a comment line with the column titles you provided. In addition, you can add subsequent comment lines as long as they begin with a "#".
How do I structure my data into something SiteCatalyst can understand?	The easiest way is to use the Data Source Activation Wizard to create a template and then download it. When adding additional columns or changing existing columns keep in mind the following categories of data: • **Date:** This is a required column and must be labeled "Date." • **Data Dimensions:** These are the descriptive elements of your data and should not be variables that can be summed, but rather are descriptive in nature such as names, places, etc. SiteCatalyst uses Tracking Code, Evar 1, Evar 2, etc. to store these values (Note: Evar 1 = s_eVar1 in the SiteCatalyst HTML code (replace s_ with s. if using H code)). • **Events:** Unlike Data Dimensions, Events are the quantifiable metrics such as Units Sold or Monthly Sales that SiteCatalyst can sum over time. SiteCatalyst uses variables such as Purchase, Event 1, ScAdd, etc. to store these values (Note: Event1, for example, is actually s_event1 in the SiteCatalyst HTML code (replace s_ with s. if using H code)).
Do I need a date column in my spreadsheet data?	Since many SiteCatalyst reports are keyed from the date column, this is required. The format is MM/DD/YYYY. Standard and integration data sources also support MM/DD/YYYY/HH/mm/SS.
Can I store data in existing SiteCatalyst variables that I'm already using?	Omniture strongly recommends you select a set of new variables that you are not currently using to import data using Data Sources. If you do not, and use variables that are already in use (i.e. s_events="checkout" for your Check Out page (replace s_ with s. if using H code)), then this data will be overwritten. If you are uncertain regarding the configuration of your data file, or would like to understand whether a danger exists, consult Omniture Live Support. Once existing data is overwritten it is extremely expensive and difficult to reverse.
Once uploaded, how do I delete data that was imported using Data Sources?	Once uploaded, data that was imported using Data Sources cannot be deleted.

Appendix

Valid Conversion Data Dimension Values

The following data dimension names may be used in the column header of the data file.

Table 14: Offline Data Import

COLUMN NAME	DESCRIPTION
Tracking Code Campaign	Tracking code name
Category	Category name
Channel	Channel name
evar1	eVar1 name
eVar2	eVar2 name
…	…
eVar20	eVar20 name
Product	Product name
State	State name
Zip	Zip name
Tracking Code Campaign	Tracking code name

NOTE: If a category is specified, then a product must also be specified. Additionally, the number of eVars available is contract-dependent and varies between companies and report suites.

Valid Conversion Event Values

The following event names can be used in column headers. Use extreme caution when using any event other than the custom events. Before using non-custom events in a data file, Omniture strongly recommends discussing your strategy with your Account Manager.

Table 15: Offline Data Import

COLUMN NAME	DESCRIPTION
Clickthroughs	Number of tracking code views
Cart Adds	Number of cart additions
Cart Opens	Number of cart opens
Cart Removes	Number of cart removals
Cart Views	Number of cart views
Checkouts	Number of checkouts
Event 1	Number of times event 1 occurred
Event 2	Number of times event 2 occurred

COLUMN NAME	DESCRIPTION
…	…
Event 50	Number of times event 50 occurred
eVar1 Views	Number of times eVar1 was viewed
eVar2 Views	Number of times eVar2 was viewed
…	…
eVar20 Views	Number of times eVar20 was viewed
Price	Product price
Orders	Number of orders placed
Product Views	Number of product views
Quantity	Number of units sold

NOTE: If any View event is specified, then the corresponding data dimension (eVar) must also be specified. For example, if eVar2 views are included, then eVar2 must also be listed with a value. Additionally, the number of custom events and eVar views available is contract-dependent and varies between companies and report suites.

Valid Traffic Data Dimensions

The following data dimension names may be used in the column header of the data file.

Table 16: Offline Data Import

COLUMN NAME	DESCRIPTION
Channel	Channel name
Page	Page name
Property 1	Property 1 name
Property 2	Property 2 name
…	
Property 50	Property 50 name
Server	Server name
Site Level	For the entire site

NOTE: The number of properties available is contract-dependent and varies between companies and report suites. Metrics can be imported either at the site level or at the individual dimension level (e.g. Page). The dimensions chosen will drive the metrics that you can import. Refer to the next section for details.

Valid Traffic Metrics

The following table lists the available valid traffic metrics.

Table 17: Offline Data Import

COLUMN NAME	DESCRIPTION
Page Views	Number of page views
Hourly Visitors	Number of hourly unique visitors
Daily Visitors	Number of daily unique visitors
Weekly Visitors	Number of weekly unique visitors
Monthly Visitors	Number of monthly unique visitors
Quarterly Visitors	Number of quarterly unique visitors
Yearly Visitors	Number of yearly unique visitors
Visits	Number of visits

NOTE: The metrics available for import are based on the chosen dimensions. For example, the hourly visitors metric is only applicable if 'Site Level' is chosen as the dimension.

Valid Web Server Log Formats

The following table lists the available valid web server log formats. For detailed descriptions of these formats, "Web Log Format Descriptions" on page 14.

Table 18: Offline Data Import Web Server Log Formats

COLUMN NAME	DESCRIPTION
NCSA Common Log	Apache Default
NCSA Extended (Combined)	Apache
W3C Extended Log	Used by IIS 4.0 and later
Microsoft IIS Log	Used by IIS 3.0 and earlier

The primary fields that are processed include the IP Address, Date/Time of the request, and the URL. In a few cases, such as the NCSA Extended format, the Referrer and the User Agent Fields are also processed. However, you can view the imported data using standard SiteCatalyst reports for Page Views, Visits, and Visitors. Since SiteCatalyst metrics are primarily based on cookies, and web server logs are based on the IP address, Omniture recommends importing the web server logs into a separate report suite and not into existing report suites.

DATA SOURCE VARIABLES

The following variables are available to use when submitting data to Site Catalyst through the various data sources. Table 19 shows the variables for JavaScript and full processing formats.

Table 19: Data Source Variables

JAVASCRIPT VARIABLE	FULL PROCESSING COLUMN VARIABLE	DESCRIPTION
campaign	campaign	Conversion campaign tracking code.
channel	channel	Channel string (e.g. Sports Section).
currencyCode	currencyCode	Revenue currency code (e.g. USD).
eVar1 – eVar50	eVarN, i.e. <eVar2>…</eVar2>	Conversion eVar# string (e.g. Sports Section).

JAVASCRIPT VARIABLE	FULL PROCESSING COLUMN VARIABLE	DESCRIPTION
events	events	Conversion event list (e.g. "purchase,event1").
hier1 – hier5	hierN, i.e. <hier2>…</hier2>	HierarchyN string (e.g. Yankees).
linkName	linkName	Name of link.
linkType	linkType	Type of link ("d", "e", or "o").
linkURL	linkURL	HREF of link.
pageName	pageName	Page Name.
pageType	pageType	Page Type ("Error Page").
pageURL	pageURL	Page URL (e.g. http://www.mysite.com/index.html).
products	products	Product list (e.g. "Sports;Ball;1;5.95").
prop1 – prop50	propN, i.e. <prop2>…</prop2>	Property# string (e.g. Sports Section).
purchaseID	purchaseID	Purchase ID number.
s_account	reportSuiteID	Report suite ID(s) to which to attribute the hit.
server	server	Server string.
state	state	Conversion state string.
zip	zip	Conversion zip code.
N/A	browserHeight	Browser height in pixels (e.g. 768).
N/A	browserWidth	Browser width in pixels (e.g. 1024).
N/A	charSet	
N/A	clickAction	
N/A	clickActionType	
N/A	clickContext	
N/A	clickContextType	
N/A	clickSourceID	
N/A	clickTag	
N/A	colorDepth	Monitor color depth in bits (e.g. 24).
N/A	connectionType	Visitor's connection type ("lan" or "modem").
N/A	cookiesEnabled	Y or N for if the visitor supports first party session cookies.
N/A	currencyCode	
N/A	homePage	Y or N for if the current page is the visitor's homepage.
N/A	javaEnabled	Y or N -- does the visitor have Java enabled.
N/A	javaScriptVersion	JavaScript version (e.g. 1.3).
N/A	plugins	Semicolon separated list of Netscape plug-in names.
N/A	propN	

JAVASCRIPT VARIABLE	FULL PROCESSING COLUMN VARIABLE	DESCRIPTION
N/A	referrer	URL for page referrer.
N/A	resolution	Monitor resolution (e.g. 1024x768).
N/A	scXmlVer	SiteCatalyst XML request version number (e.g. 1.0).
N/A	timezone	Visitor's time zone offset from GMT in hours (e.g. -8).
N/A	visitorID	Visitor ID number.